SPIE. PHOTONICS WEST

Exhibitors FAQs

Common questions asked by exhibitors. If you do not find the answer to your question, email exhibitions@spie.org for assistance.

EXHIBIT SPACE
EXHIBITOR SERVICE MANUAL
EXHIBITOR DASHBOARD
PRODUCT DEMONSTRATIONS
TRAVEL & HOUSING
EXHIBITOR MOVE-IN/MOVE OUT
SHIPPING

1. EXHIBIT SPACE

What is included in my tabletop space?
Tabletop Displays include a 2ft x 6ft x 30in black draped table, two chairs, carpeting, waste basket, and company ID sign. UTILITIES ARE NOT INCLUDED.

What is included in my booth space?
Booth Areas include 10ft x 10ft display space defined by 8ft. pipe and black drape back- and 3ft side drape and a company ID sign. Height restriction is 8ft UTILITIES AND BOOTH FURNISHINGS ARE NOT INCLUDED. Exhibitors are required to carpet booth area.

How many Technical Passes does my company receive?
Tabletop exhibitors receive one complimentary Technical Pass. Booth exhibitors receive two passes. Technical Passes are to attend the conferences only and may be shared amongst your booth staff. Authors must still register to present their papers.

May I have co-exhibitors in my booth?
Contracted exhibitors are allowed to have co-exhibitors at their own booth. The main contracted exhibitor must fill out a co-exhibitor application form for each co-exhibiting company, and is responsible for the payment. Island spaces receive 1 complimentary co-exhibitor for every 100 sq ft. The cost per co-exhibitor is US $925. Submit the Co-Exhibitor application form.

What is included with the cost of a co-exhibitor?
Co-exhibitors receive the same promotional opportunities as a contracted exhibitor.

Where may I find Booth Display Rules?
See Exhibition Display Rules for rules and regulations of your exhibit space. If you need further assistance, contact your Exhibition Manager.

2. EXHIBITOR SERVICE MANUAL

Where is the Exhibitor Service Manual and how do I login?
The online Exhibitor Service Manual is accessible from the Exhibitor Logistics page. You will need to establish an account with Freeman for online ordering, unless your company already has an account with them. If you have questions or for help navigating the site, please feel free to contact Freeman directly at Freeman Customer Support at (888) 508-5054 or by e-mail at CustomerSupport@freemanco.com

How do I order my furnishings/utilities and booth construction? Order online with Freeman and save up to 40%
Carpeting, furnishings, and electrical are ordered from the show decorator **Freeman**. Order forms and deadlines are included in the Exhibitor Service Manual. New exhibitors are encouraged to review the Freeman Tips for First Time Exhibitors.

How do I order Lead Retrieval?
Lead Retrieval is ordered from Convention Data Services. Information and order forms are in the Exhibitor Service Manual (In the **Menu**, select **Forms & Brochures** then go scroll down to **Services/Utilities & Additional Services**).

Is Union Labor required to set up my booth?
San Francisco jurisdiction requires Union Labor for most exhibit space installation/dismantle. Please review Union Jurisdictions in the San Francisco.

I need assistance calculating my booth space from feet to meters.
See Metric Conversion to assist with your calculations for your exhibit space.

3. EXHIBITOR DASHBOARD

What is the Exhibitor Dashboard?
The Exhibitor Dashboard is a centralized, online portal for exhibitors to submit company information, descriptions, press releases, and more for online and printed promotions.

How do I access Exhibitor Dashboard to update my company information?
To access a specific exhibition in your Exhibitor Dashboard, you must be a liaison for that exhibition and have a personal SPIE.org account.
If you need to be added as a liaison or do not have an account, email exhibitions@spie.org.

I need assistance with the Exhibitor Dashboard.
Please see the Tutorial for help instructions on how to navigate and manage your company's listing and other promotions. If you need further assistance, contact exhibitions@spie.org

What is the difference between the Exhibitor Directory listing and my event specific listing?
The Exhibitor Directory is a year round, searchable listing of all SPIE exhibitors. Listings are posted for 11 months after the last event which your company exhibited. **Event Specific** listings are posted in your company's exhibitor listing for a particular event.

How do I submit my company description and featured product for the Exhibit Guide?
In the Exhibitor Dashboard, under the Photonics West 2016 heading, select **Event Listing Summary**. You will see two separate entries; **Event Website Description** and **Onsite Exhibition Guide Description**. Submitting information to one will not carry over to the other.

How do I submit my company Logo for my listing?
Company logos posted in your online listing only. Exhibitors may submit their company logo from the Exhibitor Dashboard.

Which exhibitor promotions are free?
The following promotions are free for all Photonics West exhibitors and co-exhibitors. Submit your promotions in the Exhibitor Dashboard.

1. Event Listing
2. Company Information and Description
3. Featured Product Listing
4. Company logo (online only)
5. Press releases (unlimited)
6. Product Announcements (unlimited)
7. Keywords*
8. Technology Categories*
9. Product Categories*

(*For online search purposes only.)

How do I transfer my company or product description from one event to another?
At this time, a transfer option is not possible. You will need to copy and paste your description from one event to the next. SPIE does not allow auto transfer in order to avoid publishing outdated information.

How do I log on to register my booth staff for their name badge?
Exhibitors register their booth staff in the Exhibitor Dashboard. Bring a copy of your *Exhibitor Badge Confirmation email* to Exhibitor Registration in the Upper South Hall Lobby of The Moscone Center. This will expedite badge pick up.

4. PRODUCT DEMONSTRATIONS

How do I reserve a Product Demonstration on the exhibition floor?
Product Demonstration requests must be submitted via the Exhibitor Dashboard. You need to be listed as a liaison for the exhibition to submit your request. Email exhibitions@spie.org if you need to be added.

How long is each Product Demonstration?
Demonstrations are 30 minutes. You will have 15 minutes before your time slot begins to set up and 15 minutes after your demo to take down.

What does SPIE provide for the Product Demonstration?

Basic AV Equipment Provided by SPIE:

80” monitor
PC-Based Laptop with USB Connection
lapel microphone and speakers
One podium at front of area
1000 watts of electrical power
VGA and HDMI connections for presenting with your own laptop, tablet, or smart phone

Note: Please bring any necessary adapters.

5. TRAVEL & HOUSING

When can I reserve a hotel room with special event pricing?
Book your hotel reservations online in the SPIE, contracted hotel block. The reservation deadline is December 18 2015.

Where can I find travel information?
Information to plan your trip may be found on the SPIE Photonics West Travel page.

How do I apply for a VISA?
To apply for your VISA, you will need to submit a VISA Invitation Letter Request for every person who wishes to obtain a VISA. Requests may take up to 15 business days to process.

6. EXHIBITOR MOVE-IN/MOVE OUT

For information and helpful hints on pre-show procedures and move-in, please go to www.freemanco.com/preshowFAQ.

This exhibition has a targeted move-in schedule, please refer to the Targeted Floor Plan for specific direct freight delivery and exhibitor move-in dates and times.
Target Floor Plan Halls ABC (South)
Target Floor Plan Hall D (North)

For information and helpful hints on post-show procedures and **move-out**, please go to www.freemanco.com/postshowFAQ

Thursday	February 18, 2016	4:00 PM - 8:00 PM
Friday	February 19, 2016	8:00 AM - 3:00 PM

7. SHIPPING

Where can I find shipping information?
See the Exhibitor Service Manual. Go to Menu, Forms & Brochures, Freight/Labor.

Preferred Shipping Method
We strongly recommend shipping to the Advance Warehouse!
Ship to the advance warehouse and **save up 20%**
Monday, 15 February is a U.S. Federal Holiday. Exhibitors are advised to ship to the Advance Warehouse for 30 days of free storage and to avoid surcharges. Freeman will receive and deliver your items to your booth according to your North Hall D or South Hall ABC Target Move-In dates. See the Exhibitor Service Manual for shipping labels, cost, and deadlines.

Can I ship UPS or FedEx?
Monday, 15 February is a U.S. Federal Holiday If you ship direct, contact your shipping company to confirm delivery. Most air carriers will not deliver on holidays. For direct freight and exhibitor move-in schedule see the North Hall D or South Hall ABC targeted floor plan.

UPS and FedEx deliver direct to the Moscone Center and a Freeman representative will check in the shipment and then your package will be delivered to your booth. Please note that (depending

upon how full the truck is) the check in process can take a couple of hours, so a 10am delivery (if you pay for that service) is not guaranteed. UPS and FedEx are a transport companies and not a shipping companies. They will not deliver to the Marshalling Yard or to your booth.

For direct freight and exhibitor move-in schedule see the North Hall D or South Hall ABC targeted floor plan.

Shipping/ Storage/Drayage Fees
When you ship your freight direct to the event (or to the advance warehouse), the service contractor will deliver your freight to your booth, store your booth packing materials for you during the event, and return these packing materials to your booth at the end of the event. "**Drayage Fees**", also referred to as "**material handling charges**" cover the cost of this service.

8. 3 WAYS TO SAVE MONEY

See the Exhibition Manual for the following options
Ship to the advance warehouse and save up 20%
Order furnishings, carpet and unities online with Freeman and save up to 40%
Order lead retrieval at the lowest price and save up to 40%